

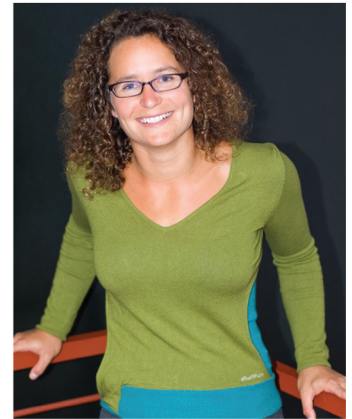
**OPENING PLENARY**

7:30 PM – 9:00 PM

ICTC BALLROOM

**101****Nina Simon***Executive Director, Santa Cruz Museum of Art & History*

Nina Simon is Executive Director of the Santa Cruz Museum of Art & History (MAH), which has gone through a radical transformation over the past two years to become a community-driven gathering place. Recent risk-taking activities at the MAH have included kids with sledgehammers, pocket museums in bathrooms, fun with flamethrowers, collaborations with homeless people, and a redefinition of mission as being primarily about community development. These efforts have sparked huge increases in attendance, community relevance, and financial success for the museum – as well as an incredible amount of visitor co-created magic.



Simon teaches radical exhibition design in the University of Washington Museology graduate program and writes the popular blog *Museum 2.0*. Her 2010 book, *The Participatory Museum*, was named “a future classic of museology” and is used as a text in hundreds of cultural organizations and graduate programs internationally. Previously, Simon worked as an independent consultant to over 100 museums and cultural centers around the world, focusing on participatory community engagement. She served as curator at The Tech Museum of Innovation in San José, California, and was the Experience Development Specialist at the International Spy Museum in Washington, DC.

*Book signing to follow.***@ninaksimon****LAUNCHING TONIGHT!**

Participate in the gathering of OLA's Heritage!  
<http://vitacollections.ca/ola-live>  
 More on page 12

**ALL-CONFERENCE PARTY  
102 ICTC LOWER LEVEL**

9:00 PM – 10:30 PM

**Welcome Party***Super Conference 2014*

Start your Conference off the right way!

Networking... socializing...

And back again by popular demand... Bret Higgins and his jazz band – The Bluenotes!

*With the generous support of*